



## FACULTY OF BUSINESS

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **MKT1513 Principles of Marketing**  
 Semester & Year : September – December 2023  
 Lecturer/Examiner : Joseph Choe Kin Hwa  
 Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:  
 PART A (20 marks) : FOUR (4) short answer questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.  
 PART B (80 marks) : FOUR (4) essay questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (20 MARKS)**

**INSTRUCTION(S)** : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

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**Question 1**

Identify **FOUR (4)** factors that could influence consumer buying behaviour.

(4 marks)

**Question 2**

List **FOUR (4)** bases of segmentation for consumer market.

(4 marks)

**Question 3**

Describe **THREE (3)** product levels involved in the purchase of a five-star hotel accommodation.

(6 marks)

**Question 4**

In the design stage of marketing research, researchers determine the overall approach to the study. Explain **THREE (3)** primary research approaches.

(6 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (80 MARKS)**

**INSTRUCTION(S)** : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

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**Question 1**

Explain the **FIVE (5)** micro-environmental forces that affect marketing activities.

(20 marks)

**Question 2**

Mr Vicky Tan is the CEO of HOLLY Coffee, a new café company in Malaysia. He wants to manage the risk of developing and launching new beverages more effectively.

Explain to Mr Vicky on the application of New Product Development (NPD) in developing his new products.

(20 marks)

**Question 3**

Setting price of a product is not an easy task as there are many factors that influence the price of a product. Discuss **FIVE (5)** factors that a firm need to consider in setting the price of a product.

(20 marks)

**Question 4**

Imagine you are the marketing manager of a new tech start-up that has developed an innovative smartphone app. Your company is preparing to launch the app in a highly competitive market. You need to develop a comprehensive promotional strategy to create awareness, attract users, and gain a competitive edge.

Examine **FIVE (5)** promotional tools that you can utilise for your smartphone app.

(20 marks)

**END OF QUESTION PAPER**